

## MEANING ANALYSIS OF ENGLISH SLOGANS ADVERTISEMENT

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### *Abstract*

*This study is to analyse the text meaning of the slogan. As we know, the usage of the word in slogan text is so meaningful. Sometimes the meaning of the word in slogan has a figurative meaning and commercial purposes. The writer uses 30 kinds of English slogan as the object of the research, 7 slogans come from the advertisements that serve a service and 23 slogans come from the advertisements that serve a product. The research questions are: (1) What are the most commons figurative language used by the producer in making an English slogan seen from the figurative language and stylistics? And (2) What are the meanings of the slogans used in advertisement?*

*In this research, the writer uses the qualitative method. The collected data of English slogans advertising from the English newspapers or English magazines are analyzed qualitatively based on related theory or approaches, such as Semantics and stylistics.*

*From 30 kinds of slogan, the writer finds 7 slogans that do not contain a figurative language. Usually the producer uses an ordinary word in making their slogan. So the meaning can be understood from its denotation. There are 8 slogans that use hyperbole as a figurative language in order to describe the product.*

**Key words:** *Slogans, advertisements, figurative meanings, semantics, stylistics*

### INTRODUCTION

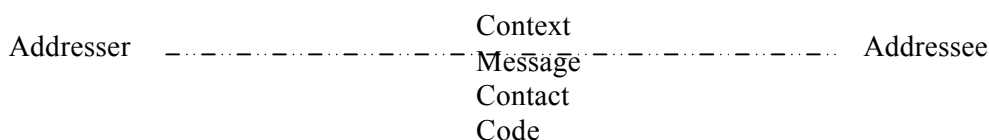
One important thing that has a connection with human being especially people is language, because people are a social creature that cannot live alone and always must make an interaction with other. So, people need others in their life to make this life balanced. In making a relationship with the other, people use a language for communication. It is suitable with the definition of the language itself. According to Chomsky as quoted by Kentjono (1984, p: 2), *Bahasa adalah suatu system yang arbiter yang digunakan oleh manusia untuk komunikasi* (Language is an arbitrary vocal symbol used by human being for communication).

Sapir as quoted by Alwasilah (1990, p: 7) says language is *a purely human and non-instinctive method of communicating ideas, emotion, and desire, by means of a system of*

*voluntarily produced symbol*. So, it is understood that language is the important thing for human being in making a relationship with others.

Beside the basic function of the language, it is necessary to understand communication it self. "*Komunikasi adalah suatu proses yang mana informasi disampaikan antara satu individu ditukarkan melalui system symbol, benda, atau tingkah laku.*" (*Communication is a process by which information exchange between individuals through a common system of symbol, signs, or behavior*). (Alwasilah, 1990, p: 9)

From that definition the writer can take a conclusion that a communication is an activity done by two people or more; the first person as the speaker (addresser) who has a role as the server and the second person as the listener (addressee) who has a role as the receiver and the speaker uses a language in order to make the receiver know about the message or the information that the speaker wants to give, the information can be a context, message, contact or code. This kind of situation can be seen in the schema below:



The message or information can be in the form of sign or code that is understood by both of them, so that the communication is running well. Another factor in communication is a context that is all the things out side the sentence, such as: the topic of discussion and the situation.

The processes of communication also have some purposes. One of them is a commercial purpose in advertisement. Advertisement uses communication in order to promote the product to the consumers. In this situation the speaker is the producer and the listener is the consumer, the producer sends information about their product and the message that the producer wants to send is their own product, and the costumer is the listener that will receive information from the producer. From the message in advertisement field, the costumer will know and understand about the product from the slogan or maybe from the picture of the product.

The word of slogan of advertising usually has special characteristics, like persuasive characteristic. G.R. Miller as quoted by Stiff (1994, p:4) says *persuasive communication as any message that is intended to shape, rein force, or change the responses of another, or others*. Miller identified three dimensions of persuasive activity:

1. The processes of response shaping

2. Response reinforcing
3. Response changing

The slogan that is usually used by the customers is response re-inforcing. Response re-inforcing is a persuasive that takes place in advertising industry. Usually the advertisers introduce their new product and services in mass media with jingles and slogans (1994, p:4).

*Slogan is a short phrase that is easy to remember and is used by an advertiser, organization, or other group.*

Persuasive is an action that has a purpose to influence or encourage mind, manner or opinion of someone with some reasonable reasons. There are two things that can be used by the producer to make a very persuasive slogan. They are good diction and style. Sometimes the words in slogans are meaningful of figurative language, such as, metaphor, synecdoche, irony, analogy, etc.

The producers create an interesting word in order to get many customers. The producer uses figurative languages to make it more interesting. Therefore, the writer thinks to analyze the meaning of the slogans using a stylistic and semantics theories.

Stylistic is a branch of the linguistics. Stylistic is a method about the style of language. The definition of stylistics is *a method of textual interpretation in which primacy of place is assigned to language*. (Simpson, 2004). Another definition about stylistics is *simply defined, as the linguistics study of style, is rarely undertaken for its own sake, simply as an exercise in describing what use is made of language* (Leech & Short, 1988).

While, *Semantics is one of the branches from linguistics that dealing with the meaning of words and sentences or we can say that semantics is the technical term used to refer to the study of meaning* (Palmer, 1977). And the definition of the meaning is what referred to or indicated by sounds, words or signals.

Reading some slogans in newspapers and magazines, the writer wants to try to analyze about the language in the slogan that usually the writers reads in the advertising. The writer does not analyze another factor such as the picture or the color and also the grammar in that slogan. The writer only focuses in the meaning and the style of the slogan.

### **Focus of the Research**

In order to limit the research, the writer only focuses on the text meaning of the slogan. As we know, the usage of the word in slogan text is so meaningful. Sometimes the meaning of the word in slogan has a figurative meaning and commercial purposes. The writer

thinks that a text will be called persuasive text, if it can influence the mind, manner and opinion of someone, and is able to make the costumer affected and want to but their product.

The writer will find the slogans as many as possible in one week from the newspaper or English magazines. The writer takes all kinds of slogan, whether it serves a product or serves a service.

### **Statement of the Problem**

In this paper what the writer wants to explain and to analyze are about:

1. What are the most commons figurative language used by the producer in making an English slogan seen from the figurative language and stylistics?
2. What are the meanings of the slogans used in advertisement?

### **Methodology of the Research**

#### **1. Method**

In this research, the writer uses the qualitative method in which the writer tries to describe the English slogan, of advertisement using English in some newspapers or magazines.

#### **2. Data analysis**

The collected data of English slogans advertising from the English newspapers or English magazines are analyzed qualitatively based on related theory or approaches, such as Semantics and stylistics. Finally the writer will analyze the figurative meaning of the text using stylistics way.

#### **3. The instrument of the Research**

The writer uses herself as a main research instrument through reading, identifying, and classifying the data needed from English newspaper and magazines.

#### **4. The unit of analysis**

The unit of analysis of this research is English slogan advertising in newspaper or English magazine in one week.

## THEORETICAL FRAMEWORK

In analyzing the sentence meaning of slogan in English advertising, the writer uses the theory of semantic from Ferdinand de Saussure about the meaning of sentence and theory of stylistic about the meaning of context from Ohmann.

The writer uses semantic as the theory framework because semantic is the branch of linguistic that focusing on the meaning of the words, phrases, and sentences. She uses also stylistic, because stylistic focuses on the style of languages or words that usually we can find in literary words or literary sentences.

### Semantic

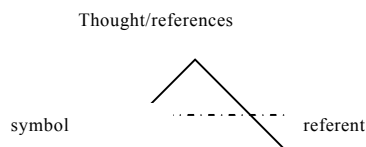
#### 1. The definition of semantic

Semantics is one of the branches of linguistics dealing with the meaning of words and sentences or semantics is the technical term used to refer to the study of meaning (Palmer, 1977). The study of meaning in language is called *Semasiology* or semantics (Albert, 1935). And the definition of the meaning is what referred to or indicated by sounds, words or signals. For example; Sounds represented by the letters *house* (in the written form of the language) signified the concept (the picture of house) (Fromkin, 1998).

#### 2. The concept of meaning in semantics

According to Ferdinand de Saussure every linguistic signs consist of two components, they are signified, the sign that will be given a meaning. It is a kind of concept or thought reference from a certain sign, and the second is signifier, the sign that will give the meaning in other words, each linguistic sign will have sound component and concept (meaning) component (Palmer, 1977).

Other definition of meaning according to Ogden and Richard can be illustrated as a triangle (Hamid, 2006), as follows:



The symbols of this triangle are the linguistic elements- the word, sentences, etc.

The referent is the object, etc.

And the thought or references is a concept.

According to that triangle, Odgen and Richard said that there is no direction link between symbol and referent. The link is via thought or reference, the concept of our minds.

### 3. Non-literal meaning

Non- literal meaning uses of language in semantics are traditionally called figurative language and are described by a host of rhetorical terms including metaphor, irony, metonymy, synecdoche, hyperbole and litotes (Saeed, 2003).

Example:

- ❖ I'm hungry
- ❖ I'm starving
- ❖ I could eat a horse
- ❖ My stomach thinks my throat's cut

The examples above are the example from figurative language. If we see from the grammatical meaning, we can get different meaning. But, if we use figurative in order to get the meaning, we will know both of them describe some one that feels hungry.

Sometimes non-literal meaning describes something in untrue or impossible terms in order to achieve some special effects. On closer examination, it is difficult to draw a firm line between literal and non-literal uses of language. For one thing, one of the ways language changes over time is by the speaker meaning shifting the meaning of words to fit new conditions. One shift is by metaphorical extension, where some new ides is depicted.

## Stylistic

### 1. Definition of stylistic

Stylistic is a method of textual interpretation in which primacy of lace is assigned to language (Simpson, 2004). Another definition about stylistics is as the linguistic study of style; it is rarely undertaken for its own sake, simply as an exercise in describing what use is made of language (Leech, 1988).

The aim in studies style is to explain something, and in general, literary stylistics has, implicitly or explicitly, the goal of explaining the relation between language and artistic function. The object in stylistics is literal words or phrase.

The connection between stylistics and literature brings two important caveals, such as:

1. The first is that creativity and innovation in language use should not be seen as the exclusive preserve of literary writing. Many forms of discourse such as; advertising, journalist, popular music- even casual conversation often display

a high degree of stylistic dexterity, it would be wrong view dexterity in language use as exclusive to canonical literature.

2. The second is that the techniques of stylistic analysis are as much about deriving insights about linguistics structure and function as they are about understanding literary texts. (Simpson, 2004)

## 2. The Theory in Stylistics

For Ohmann, an author's style is his characteristic way of writing. The task of the student of style is to identify in some precise way distinguishing one way of writing from another (Lester, 1969).

Ohmann argues that the study of style is dependent on a theory of linguistics and theory of semantics because these two latter theories describe the system of language. He also argues that the concept of style implies that the words on the page could be changed without changing the basic meaning. Style, then, involves the notion that there are alternative ways of saying the same thing.

## 3. Cognitive stylistics

Like in semantic, there is also cognitive stylistic; the focus of cognitive stylistic is about interaction between dialogue, discourse and social interaction in cognitive turn in stylistics. Both as a tool for exploring the interaction dimension of literary discourse in the broader sense and as a method for examining patterns of dialogue fictional characters in the narrow (Simpson, 2004). So, in other word it can be said that, cognitive stylistics is intended to be supplement rather than supplant, existing methods of analysis, it does aim to shift the focus away from models of text and composition toward models that make explicit the link between the human mind and the process of reading. A further stimulus to cognitive turn was provided by the object of analysis it self, literature.

## 4. Approaches in stylistics

In order to achieve some purposes, there are some approaches to define the concept of style differently (Leech, 1988), such as:

- a) *Dualism restricts style to those choices of manner rather than matter and of expression rather than content. The dualist assumes the style as the dress of the thought; it differs between what has to say and whom it is presented to the reader.*

*Another concept is style as a manner of expression. So, there are different ways to convey the same content.*

- b) Monism, in the contrary of dualism, argues about the inseparability of style. According to them, it is a mistake to distinct between the form and the meaning.*
- c) Pluralism emphasizes the concept of the style in terms of language function. This approach distinguishes various meaning according to the various function. Language performs a number of different functions and any pieces of language are likely to be the result of choices made on different functional levels.*

## 5. Metaphor

In stylistic also metaphor is a part of cognitive stylistics. Because the important feature of cognitive stylistics has been interest in the way we transfer mental constructs, and especially in the way we map one mental representation into another when we read texts. Stylisticians and cognitive poetics have consistently drawn attention to this system of conceptual transfer in both literary and in everyday discourse, and have identified two important tropes, or figure of speech. Though which this conceptual transfer one trope is metaphor (Simpson, 2004).

Metaphor is a process of mapping between two different conceptual domains. Like in semantic, the domains are known as the target and the source domain. The target domain is the topic or concept that we want to describe through the metaphor while the source domain refers to the concept that we draw upon in order to create the metaphorical construction.

Example: she really blew her lid

In this statement the target domain is our understanding of the concept of anger because it is the concept we wish to describe through the metaphor. Importantly, the relationship between metaphor and linguistic form is an indirect one, which means that we can express the same conceptual metaphor through a variety of construction.

## Figurative Language

Figurative language is the language, on the whole, favored by rhetoricians, poets, fiction writers, lovers, and the like. Negatively, figurative language is the language that avoids speaking directly or plainly about the subject under examination. Positively, figurative language is the language that either speaks symbolically about the subject or heightens the musically of the language when speaking about the subject. The term figurative language itself is a figure: it is reduction / condensation/crystallization (metonymy) for a vast field of languages (Stull, 2002).



Kinds of figurative language are such as; personification, hyperbole, simile, irony, metaphor and metonymy.

### 1. Personification

Personification is a kind of figurative language where physical object is further specified as being a person (Stull, 2002).

Example:

- ❖ *Life has cheated* me
- ❖ *Cancer* finally *caught up with* him
- ❖ *His theory explained* to me the behavior of chicken in factory.

In each of these cases, the italic word such as; life, cancer and theory are non-human things but changed become human things. In personification sentence both of those words are changed into human things.

### 2. Metonymy

Metonymy is a figurative language imputing human qualities to things that are not human such as: theories, disease, inflation, etc. in the example below there are no actual human being referred to (Lakoff & Johnson, 1986).

Example:

- ❖ *The ham sandwich* is waiting for his cheek.
- ❖ Mrs. Grundy frowns on *blue jeans* = (*wearing* of the jeans)
- ❖ The *Times* hasn't arrived at the press conference yet = (The reporter from the Times)

### 3. Synecdoche

Synecdoche is, by far, the strangest figurative language. It is the one with which most unfamiliar in terms figurative language. Conceptually, as it will become clear. As a word, however, it is rarely used in polite company. In other word, synecdoche is a figurative language where the part stands for the whole (Lakoff & Johnson, 1986).

Example:

- ❖ We need a couple of *strong bodies* for our team = ( strong people )
- ❖ I've got a new *set of wheels* = ( car, motorcycle, etc)
- ❖ We need *some new blood* in the organization = ( new people )

#### 4. Metaphor

Metaphor is a way of conceiving of one thing in term of another, and primacy function understands

Example:

- ❖ Love is a collaborative work of art
- ❖ Time is money
- ❖ I am on the top of the situation
- ❖ He is under my control

#### 5. Hyperbole

Hyperbole is a rhetorical term for exaggeration or overstatement, usually deliberate and not meant to be taken too literary (Mc.Arthur, 1992).

Example:

- ❖ A flood of tears
- ❖ Waiting for ages
- ❖ As old as the hill
- ❖ Tons of money

#### 6. Irony

Irony is a rhetoric words with an implication opposite to their usual meaning. Irony is a comment, maybe humorous or mildly sarcastic.

Example:

- ❖ In a difficult moment, an act of kindness makes things worse, and some one says: “well, that’s a lot better, isn’t it?”

#### 7. Analogy

Analogy is a comparison or correspondence between two things because of a third element that they are considered to share. An analogy is usually framed in order to describe or explain the nature of something.

Example:

- ❖ “Let me give you an analogy. Time is like a river. Just as the river flows from higher to lower ground, so time flows from the past into future. “

## 8. Simile

A figurative language, in which a more or less fanciful or unrealistic comparison is made, is using like or as.

Example:

❖ Run like the wind ( said of clumsy )

She speaks as *run like the wind*, so I cannot understand what she says.

❖ Like a fish out of water (said of a person uneasy in an unfamiliar situation)

The headmaster looks *like a fish out of water* when he delivers speech in the stage this morning.

❖ As strong as an ox (of someone very strong)

Arnold Swasneger *as strong as an ox*. He can kill the entire enemies in that movie.

❖ As like as two peas (of people or things virtually identical in looks)

Ani is *as like as two peas* with Ana. Maybe because they are twins, so sometimes I am wrong in calling their name.

## FINDING AND ANALYSIS

### Description of Data

The writer uses the English slogan as the object of the research. The data are collected from magazines and newspaper in one week. The slogans come from the advertisements that serve a service can be seen from no 1- 7 or advertisements that serve a product from no 8-30. The data is presented on the table below:

No	The name of the Advertisement	Slogan
1.	Star Cruises (Malaysia Airlines)	" The Leading Cruise Line in Asia Pacific"
2.	Garda Otto	"Don't Worry, be Happy"
3.	Indosat	"The future is here"
4.	Adira Finance	"Brings tomorrow today"
5.	Express Mail Service	"We only stop at red light"
6.	MSA Cargo	"Something always comes from nothing"
7.	Iklan Jalan	" Like no place else"
8.	Nokia	" Connecting People"
9.	The Jakarta Resident	"Smart Choice for Living"
10.	Roti Boy	"One is never enough.... buns to die for"

11.	Panasonic	"Ideas for Life"
12.	Honda	"The Power of Dream"
13.	Claviton	"If slim is not enough"
14.	Bintaro City	"The Professional's City"
15.	Adam Air	"The boutique Airline"
16.	Murad	"Where skincare meets healthcare"
17.	Sriwijaya Air	"Your Flying Partner "
18.	Pronto	"Italian self service Restaurant "
19.	Pizza Hut	"Good friend, great pizza"
20.	Lion Air	" We make people fly "
21.	Wing Air	" Fly is Cheap"
22.	Al-Batros	"Classical in its modern"
23.	McD	" I'm lovin it"
24.	Greeny	"Where luxury and greeny blend in a harmony"
25.	Canon	"Delighting you always"
26.	Hypermart	"Low prices and more..."
27.	Chili's Restaurant	"We don't stay at once spot"
28.	Rejoice	"Leave your hair "
29.	Medison (Hair treatment)	" We are the expert"
30.	Donatelo	" Love your feet"

### Data Analysis

In analyzing the data, the writer uses the data from the table above. First, the writer writes the slogan, and after that the writer explains the explicit meaning using stylistics way. If the writer finds a kind of figure language in that that slogan, she will classify that slogan in figurative language like personification, simile, hyperbole or simile.

#### 1. Star Cruises : " The Leading Cruise Line in Asia Pasific"

- ❖ Meaning: in this slogan, the producer wants to show the travelers about the quality of their product. This is a kind of travel advertisement that uses a cruiser as the transportation. The traveler can see their promise that their cruiser is the best in Asia Pasific, because their cruiser is the leading of cruiser in Asia Pasific. So, the producer wants to show about the quality of their product into the slogan.
- ❖ Figurative language: -
- ❖ Reason: In this slogan the writer does not find the figurative language, because the slogan meaning is purely taken from the words denotation and it is easy to understand. At the first time the consumers read this slogan, directly they know the purpose that the producer wants to tell about the quality of their

product. The producer uses an ordinary word in making a slogan, in order to make the costumer easy to understand about their product.

## 2. The Jakarta Residences: “ Smart Choice for Living “

- ❖ Meaning: The word ‘smart’ has a meaning like ‘clever’ or ‘intelligent’. It means that the people choosing property in Jakarta residence are lucky or a brilliant men, because a clever men are able to know where the suitable places for their living. The costumers choosing Jakarta residences automatically can be called as a smart and brilliant person. They choose something without doubtful and surely. And the writer thinks this slogan also gives some guarantee to the costumers about the quality of the residences.
- ❖ Figurative language : -
- ❖ Reason: in this slogan, the advertiser does not use figurative language. The advertiser uses a common word in writing their slogan; in order to make the reader understands about the message.

## 3. Garda Otto : “ Don’t Worry be Happy”

- ❖ Meaning: In this slogan, the producer wants to make the costumer always happy, even thought they have some troubles about their cars. This is a kind of advertisement that serves a service in automotive. So, the producer wants to get the costumers feel satisfied with their service. They are ready anytime when the costumer need and every time the costumer get a problem, they are ready to help. So, because of that the slogan in this advertisement is written “don’t worry, be happy”.
- ❖ Figurative language : Hyperbole
- ❖ Reason: the writer thinks in this slogan the producer uses a hyperbolic word. Because the writer can see an impossible situation becomes possible. As a human being, sometimes we feel sad and happy. Every thing in this world must be balance. If there is a sad feeling, so it will be happy feeling. But in this advertisement, the balancing things will change. In this advertisement all the people in this world must always feel happy. Even thought they have a big problem in their life. This advertisement believes in wise word “where there is a will there is a way”. So, all the people must be optimistic in their life.

4. Nokia : “ Connecting People “

- ❖ Meaning: Today, communication is very important for people living. It's an important tool for the society in making a relationship with other. That kind of philosopher is used by 'Nokia' as an advertisement that serves a product in communication. Nokia makes a slogan that shows their capability in connecting all the people in this world. Every one can connect each other without a problem if you use 'Nokia' as your tools.
- ❖ Figurative language : -
- ❖ Reason: As this is an advertisement serves a product in communication tools, so their slogan really connects to a communication field. “Connecting people” doesn't use a figurative language. The meaning of the slogan can be understood from its denotation meaning.

5. Roti Boy: “One is never enough.... Buns to die for “

- ❖ Meaning: That statement looks like a command statement, because the producer gives some alert to the buyer to buy buns more than one. If the consumer only buy one bun they will feel regret and will ask more for it, the consumers will realize that they will not feel satisfied to eat those buns until you die. Oo...h it's terrible...
- ❖ Figurative language: hyperbole
- ❖ Reason : the word “buns to die for...” it is a hyperbole word, because this kind of word is out of our mind. How can we die only for buns of bread? It's possible for people to believe.

6. Panasonic : “Idea's for life”

- ❖ Meaning: it means that all the products that 'Panasonic' create and make are idea for our life. Their entire products are useful for our life, because they created the products from the idea of human life. So, their quality guaranteed.
- ❖ Figurative language: Personification
- ❖ Reason: the word 'idea' usually belongs to human, but in this advertisement, non-human can give human beings idea in life. The producer wants to give human things to non-living things.

7. Honda : “ The power of dream”

- ❖ Meaning: The producer wants to tell the consumers that their products comes from impossible way; such as an idea that comes from their dream. This advertisement says that there is strength in dream. On the other hand, the consumers can make their dreams come true because they have strength. And *Honda* can make something new that comes from a dream, like a new innovation in order to get a high quality in life.
- ❖ Figurative language: Hyperbole
- ❖ Reason: “the power of dream” is impossible activity. Because when we dream, all the part of our body takes a rest. But, in this advertisement the producer tells the consumers that, their product comes from dream. So, the writer thinks in this advertisement the producer uses hyperbole language in their slogan.

8. Claviton : “ If slim is not enough “

- ❖ Meaning: This slogan uses irony word in expressing the idea, because the producer wants to critics the people today about the perception in having a good and beautiful body. A beautiful body is not only slim, but it also needs more vitamins to make our healthy. So that, people have to consume another supplement in their life and they need *calvixon* as a supplement. The writer thinks this is propaganda to make their product marketable. They can persuade the customers about the opinion in having a good and beautiful body.
- ❖ Figurative language: Irony
- ❖ Reason: “if slim is not enough” is a kind of a comment for the woman today, because many women’s perception about the beautiful body is only from a slim body. So, in this product the producer wants to tell to the costumer especially for woman in this world that, a beautiful body is not only slim but also healthy.

9. Bintaro city : “The professional’s city “

- ❖ Meaning: a word ‘professional’ is identical with a person that honorable, smart, rich and discipline. This view can be seen here. It means that the property developer develops an area that is special for ‘professional’ only. If the costumers are not a professional one but they live in that city, automatically their prestige is more honorable than the other.
- ❖ Figurative language : synecdoche

- ❖ Reason: “the professional’s city” is a synecdoche statement, because in this slogan the writer can find a part stands for the whole. A word ‘professional’ symbolizes an honorable and executive view. So, the producer uses a word ‘professional’ for symbolizing their product.

10. Adam Air : “ The boutique Airlines “

- ❖ Meaning: if the travelers want to take a transportation identical with their style ; such as fashionable and stylist, it is better for them to choose ‘Adam Air’, because one of their mottos is to make the traveler stylish and fashionable in the air.
- ❖ Figurative language : Personification
- ❖ Reason: the word “Boutique” identical with a human life style. In this advertisement, the writer finds human things like an aeroplane uses lifestyle as human characteristics. The producer wants to symbolize their plane with human things like life style. So, the producer makes a slogan “The boutique airlines” in order to make their costumer satisfied.

11. Indosat : “ The future is here “

- ❖ Meaning: Today, the people in this world can choose their future by their selves. It means that the future is in their hand. That is the meaning of this slogan. Indosat shows the people in this world that if they want to get a good choice for their decision, they must chose indosat as their facilities. Indosat is an advertisement that serves a provider for their seluler / hand phones, and it connects to their communication. If they do not want to get a problem in their communication. So, they must choose indosat.
- ❖ Figurative language : Hyperbole
- ❖ Reason: in this slogan the producer uses figurative language of hyperbole, because the producer makes a slogan that has impossible meaning. “The future is here” means they can control the time.

12. Murad : “ When skin care meets health care “

- ❖ Meaning: A balance life in this world is symbolized in this slogan. The producer tells the consumers that a healthy comes from skin and health care. If they care about their skin and their health, they will have a balance in their



life. So that, in *murad* product the consumers can find everything to make the balance of healthy.

- ❖ Figurative language : Analogy
- ❖ Reason: in this slogan the producer makes a comparison between two things, skin care and healthy care. Usually analogy also compares two things in describing something. So, the writer thinks in this slogan the producer uses an analogy in describing their product.

### 13. Adira Finance : “ Brings tomorrow today “

- ❖ Meaning: Now, everything is possible. Such phenomena can be seen by customers in this advertisement. This advertisement gives a promise to the costumers about a future time. It seems they have a time machine that can control the time.
- ❖ Figurative language: Hyperbole
- ❖ Reason: many advertisements use hyperbole as a figurative language in order to describe the product. This situation happens to this advertisement that the producer makes something possible. “Brings tomorrow today “is impossible situation, but the producer wants to make that kind of impossible situation become possible.

### 14. Sriwijaya Air : “ You’re flying partner”

- ❖ Meaning: There is any body that does not need a friend in their life. All the people in this world need another. Because of that, “Sriwijaya Air” wants to make a relationship as a partner with the passengers when they are in the sky. “Sriwijaya” air is always beside them when they want to fly.
- ❖ Figurative language : Personification
- ❖ Reason: Partnership only happens between one person with another person. But in this advertisement, the producer wants to build a relationship between non-living thing and living things. The producer wants to give a part of their plane as a partner for their passenger. So, in this slogan the producer uses a personification in describing their product.

### 15. Pronto : “ Italian self service Restaurant “

- ❖ Meaning: actually this slogan is easy to understand. This restaurant explains about their product in slogan. The consumers will know what kind of restaurant is 'Pronto'. Pronto is an Italian restaurant that gives the authority to the costumers to order by themselves. That is the aim that the producer wants to tell the costumer through their slogan.
- ❖ Figurative language : -
- ❖ Reason: in this slogan there isn't a figurative language used by producer. The slogan contains its denotation, and is easily understood.

#### 16. Pizza Hut : “ Good friend, great pizza”

- ❖ Meaning: if the consumers hear and read this slogan, automatically they remember their friend that always has a connection in their life. That's the aim of this slogan. The producer wants to make a pizza that has a special part in their heart like a friend. Usually a person gives a big space in their life only for a friend. Friend always exist wherever they go, whenever they need and whatever they do. This is a kind of philosophy that the producer wants to serves the consumers.
- ❖ Figurative language: Personification
- ❖ Reason: the producer uses a word “friend” to make a close relationship with their costumer. Although the friendship can happen if there are two person, but in this situation the non-living things make a relationship with living things. So, the producer uses a personification in their advertisement.

#### 17. Lion Air : “ We makes people fly “

- ❖ Meaning: Without wings a man can fly...! This advertisement can make some one fly although they do not have wings, because this advertisement serves a travel by plane, the passenger can fly like a bird.
- ❖ Figurative language : personification
- ❖ Reason: a word “fly” is usually for describing an animal that has wings. This advertisement, people can fly without having a wing. In this slogan the producer uses a figurative language of personification.

#### 18. Wings Air : “ Fly is cheap”

- ❖ Meaning: Today, if the passengers want to use a plane as their transportation we do not have to worry about the price of the ticket, because ‘Wings Air’ solves their problem. Wings Air makes the price of the ticket cheaper than another firm. That is the main meaning from their slogan. The passenger will fly with cheap price and they will get satisfied in their trip.
- ❖ Figurative language : -
- ❖ Reason: “fly is cheap” indicates the budget of the ticket. In this slogan the producer does not use a figurative language.

19. Al- Batros : “ Classical in its modern”

- ❖ Meaning: if the costumers likes something that have an classic style for their furniture, they have to buy Al-Batros product. From their slogan the costumers will know that Al-Batros is producing classical furniture but not old fashion. The product is still up to date, but the style looks like classical furniture.
- ❖ Figurative language : Analogy
- ❖ Reason: the producer uses an analogy way in explaining their slogan, because the producer conceives a word classic and the word modern.

20. Mc D : “ I’m lovin it”

- ❖ Meaning: the word “love” is identical with a loyalist. If somebody loves someone or something, they will do anything for that person. It also happens if the costumers love one of the fast food called ‘McD’. The producer makes a slogan “I’m lovin it” in order to make loyalist consumers. They persuade the consumer with their slogan. They create a slogan that easy to listen. So, if people hear the word ‘I’m lovin it’ the interpretation that people directly to this fast food. That is the target that the producer wants to get.
- ❖ Figurative language : personification
- ❖ Reason: sense of belonging only happens between one person and other person. In this advertisement, the producer wants to persuade the costumer to love their product. The producer characterizes non-living things by human feeling.

21. Greeny : “ Where luxury and greeny blend in harmony”

- ❖ Meaning: The color of green symbolizes a peaceful and a harmony situation. If such situation is created in the costumer's house, so they will feel comfortable being at home. Such kind of imagination is the property that wants to make. A "greeny" is a property that put a peaceful and luxury in the first rank. They want to serve the costumer with a housing complex surrounded by peace and green situation. All of views are blended in one word that is harmony.
- ❖ Figurative language : metaphor
- ❖ Reason: in this slogan the writer finds a metaphor. The producer symbolizes the peace and a harmony with word "green and luxury". The writer thinks that is a kind of metaphor.

## 22. Canon : " Delighting you always"

- ❖ Meaning: sometimes when people have a special event, they take a picture for their memory. To make it perfect 'Canon' will help them, because Canon is an advertising that produces a camera. With camera people can save their memory in a photo. So, they will always remember about that event when they open their photo album. That is a promise that canon gives "delighting you always".
- ❖ Figurative language : personification
- ❖ Reason: In this advertisement, the producer wants to make the costumer happy. "Delighting you always" is a kind of promising that the producer wants to do for the costumers. A camera will make people always happy. The writer thinks that it is the personification word between camera and person.

## 23. Express mail service : " We only stop in red light"

- ❖ Meaning: this slogan really shows the costumers about the loyalties of their services, because this advertisement shows the customers they never feel tired to serve the costumer in taking and delivering the package. They only stop in red light, because they do not want to disobey the rule that the government made. They have a principle in delivering the package on time. It is suitable with the agreement between the costumer and the producer.
- ❖ Figurative language : Hyperbole

- ❖ Reason: “We only stop at the red light” that is an overstatement. Because all the people in this world need a few minute for take a rest in do their duty. In this slogan the producer wants to show the costumers about their loyalties are unlimited.

24. MSA cargo : “ Something’s always from nothing “

- ❖ Meaning: The producer makes a slogan like a wise word, because sometimes people ignore something that is useless. So, the producer makes an analogy that *something’s come from nothing* in order to make the people realize about useless thing that can be useful.
- ❖ Figurative language : Analogy
- ❖ Reason: “something comes from nothing” that is an analogy to describe the product. The producer wants to make people as their costumer to realize something that they do not think about.

25. Hypermart: “Low prices and more...”

- ❖ Meaning: Hypermart is an advertisement that sells your daily need. So, the producer makes a slogan focuse to the price. As we know, many of housewives always think hard when they buy the daily needs for the family. They must use the money as economical as they can, and sometimes they put so many considerations in doing a shopping. Hypermart gives the housewives a chance to compare the price with another supermarket. So they dare to write the slogan “low prices and more...” in order to tell the housewives about their price.
- ❖ Figurative language : -
- ❖ Reason: the writer doesn’t find a figurative language in this slogan. The interpretation comes at the first time we read this slogan. We already know the meaning of the word from the slogan.

26. Chili’s restaurant : “ like no place else “

- ❖ Meaning: if you are looking for a good restaurant, it is better for you to go to Chili’s restaurant, because we will find a delicious and various kind of food there. That is suitable with their slogan “like no place else”. It means that you will not be wrong if you choose Chili’s restaurant as your eating place.

- ❖ Figurative language : -
- ❖ Reason: the meaning of this slogan is easy to understand. The advertiser does not use a figurative language in write their slogan. So, it is easy to understand the purpose of the advertiser.

27. Iklan jalan : “ We don’t stay at one spot”

- ❖ Meaning: many advertisements that serve a service always pamper their customers. Such situation happens to this advertisement. If the costumers use “Iklan jalan” in marketing their product, they will get success, because “iklan jalan” gives a promise to the customer in their slogan “ we don’t stay at one spot”. It means that they walk around to all the parts of the city. They will not feel tired because of their responsibility to the customer.
- ❖ Figurative language : Hyperbole
- ❖ Reason: A statement “we don’t stop at one spot” is an over statement that indicates a big loyalties to the costumers. The producer uses a hyperbole word in making a slogan in order to get a big trusty of the costumer.

28. Rejoice : “ Leave your hair “

- ❖ Meaning: sometimes people feel lonely and sad, when some one or some body leaves them. But now, they will feel comfortable when their hair leave them. Such situation they will get, if they use rejoice as their shampoo. If they use it, they will feel bad because their hair will leave them.
- ❖ Figurative language : Personification
- ❖ Reason: The word ‘leave’ is usually done by a human being. In this slogan the producer uses a word “leave” for hair. So, hairs do an activity that human being usually do.

29. Medison : “ We are the expert”

- ❖ Meaning: sometimes in marketing some product the sense of arrogant is needed, like in this slogan. The producer shows the costumer about the arrogance. “We are the expert” means that there is no product that has a better quality than them. Medison is an advertisement that serves a treatment for hair. The consumers can find an expert person specialization in taking care of our hair. So they do not have to worry about the quality.

- ❖ Figurative language : Hyperbole
- ❖ Reason: the producer uses a statement “we are the expert” in order to get a trusty from the costumer. This is an extra statement in showing a quality from one product.

### 30. Donatelo : “ love your feet”

- ❖ Meaning: Donatelo is an advertisement to produce shoes. The producer in this product makes a slogan that symbolizes the loyalties to the costumer. “Love your feet” means this shoes will make the costumers feel comfortable when they use it, whether they have many activities.
- ❖ Figurative language : Personification
- ❖ Reason: the reason why the writer think that in this slogan the producer uses a figurative language ‘personification’ because the God only gives human being a sense of belonging. The costumers can feel that they love some one because they are human beings. In this slogan they will be loved by a sandal or shoes. Both of them are non-living things. So, the producer wants to add the human characters into non-living things.

## CONCLUSION

Based on the analysis of 30 kinds of English slogans that have been made, the writer can conclude as the following:

1. The writer uses 30 kinds of English slogan as the object of the research, 7 slogans come from the advertisements that serve a service and 23 slogans come from the advertisements that serve a product.
2. From 30 kinds of slogan, the writer finds 7 slogans that does not contain a figurative language. Usually the producer uses an ordinary word in making their slogan. So the meaning can be understood from its denotation.
3. There are 8 slogans using hyperbole as a figurative language in order to describe the product.

4. Mostly, the writer finds a personification as a figurative language in transportation advertisement. From 30 kinds of slogan, the writer finds 9 kinds of personification used by the producer in making their slogan.
5. Another figurative language that the writer finds in 30 kinds of slogans are; irony, synecdoche, analogy and metaphor.

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